WHAT IS CLAIMED IS:

1.   A method for processing a query, comprising:

receiving a query;

determining whether the query is a commercial query or a non-commercial query;

processing the query in a first manner when the query is determined to be a non-commercial query; and

processing the query in a second, different manner when the query is determined to be a commercial query.

2.   The method of claim 1 wherein the determining includes:

determining whether the query is included in a predetermined list of commercial query patterns, and

identifying the query as a commercial query when the query is included in the predetermined list of commercial query patterns.

3.   The method of claim 2 wherein the determining further includes:

determining, when the query is not included in the predetermined list of commercial query patterns, whether the query relates to at least one commercial query pattern in the predetermined list of commercial query patterns,

identifying the query as a commercial query when the query relates to at least one

commercial query pattern in the predetermined list of commercial query patterns, and

identifying the query as a non-commercial query when the query is unrelated to

the predetermined list of commercial query patterns.

4.   The method of claim 2 wherein the determining whether the query relates to at

least one commercial query pattern in the predetermined list of commercial query patterns

includes:

determining whether the query relates to at least one commercial query pattern

based at least in part on at least one of a use of stemming, an identification of one or more

synonyms, an identification of one or more related words, and an identification of a category or

classification.

5.   The method of claim 1 wherein the processing the query in a first manner

includes:

retrieving one or more documents relating to the query, and

scoring the one or more documents based at least in part on a first set of criteria.

6.   The method of claim 5 wherein the processing the query in a second, different

manner includes:

retrieving the one or more documents relating to the query, and

scoring the one or more documents based at least in part on a second, different set of criteria.

7.   The method of claim 1 wherein the determining includes:

determining whether the query is a commercial query or a non-commercial query based at least in part on one or more attributes of documents that match the query.

8.   The method of claim 1 wherein the determining includes:

detemining whether the query is a commercial query or a non-commercial query based at least in part on user-supplied data regarding the query or documents that match the query.

9.   A system for processing one or more queries, comprising:

means for receiving the one or more queries;

means for identifying, for each query in the one or more queries, the query as a commercial query or a non-commercial query; and

means for processing each query in the one or more queries based at least in part on the identifying.

10. A server comprising:

a memory configured to store instructions; and

a processor configured to execute the instructions to:

receive a query,

identify the query as commercial or non-commercial, and

process the query based at least in part on whether the query is identified

as commercial or non-commercial.

11. A computer-readable medium containing instructions for controlling at least one

processor to perform a method for processing a search query, the method comprising:

identifying whether the search query is a commercial query or a non-commercial

query; and

processing the search query based at least in part on whether the search query is a

commercial query or a non-commercial query.

12. A method for creating a list of commercial query patterns, the method comprising:

obtaining a plurality of commercial data, the plurality of commercial data

including at least one of a list of user queries, words or phrases targeted by advertisers or

webmasters, domain names, and host names; and

creating the list of commercial query patterns based at least in part on the plurality of commercial data.

13. The method of claim 12 wherein the obtaining a plurality of commercial data includes:

obtaining a list of user queries,

obtaining a list of words or phrases targeted by advertisers or webmasters,

obtaining a list of domain names, and

obtaining a list of host names.

14. The method of claim 13 wherein the obtaining a plurality of commercial data further includes:

obtaining a list of competitive queries, and

obtaining a list of short-circuit words.

15. The method of claim 14 wherein the creating includes:

creating a first list of queries by intersecting the list of user queries with the list of domain names and the list of host names,

creating a second list of queries by intersecting the list of competitive queries with the list of domain names and the list of host names,

creating a third list of queries from the first and second lists of queries and a group of predetermined rules,

creating a fourth list of queries using the list of short-circuit words and queries from the list of user queries and the list of competitive queries that were not included in the third list,

creating a fifth list of queries using queries from the list of user queries and the list of competitive queries that were not included in the third or fourth list, the fifth list including those queries that cause at least a predetermined number of advertisement-related items to be triggered, and

obtaining the list of commercial query patterns based at least in part on one or more of the list of phrases or words targeted by advertisers or webmasters, the third list, the fourth list, and the fifth list.

16.   The method of claim 15 wherein the creating the list of commercial query patterns further includes:

retrieving documents for each query from the list of user queries and the list of competitive queries that were not included in the third list, the fourth list, or the fifth list,

creating a sixth list to include any query from the list of user queries and the list of competitive queries that were not included in the third list, the fourth list, or the fifth list for

which the documents retrieved for that query includes one or more predetermined attributes,

wherein the list of commercial query patterns includes the sixth list.

17.   The method of claim 15 wherein the creating the third list includes:

determining, for each query in the first list of queries and the second list of

queries, a number of words in the query and a number of times that the query occurs in the first

and second lists of queries, and

including queries from the first and second lists of queries into the third list based

at least in part on the number of words in the queries and the number of times that the queries

occur in the first and second lists of queries.

18.   The method of claim 15 wherein the creating a fourth list includes:

determining, for each query in the queries from the list of user queries and the list

of competitive queries that were not included in the third list, whether the query includes a word

from the list of short-circuit words, and

including a query from the queries from the list of user queries and the list of

competitive queries that were not included in the third list into the fourth list when the query

includes a word from the list of short-circuit words.

19.   The method of claim 15 wherein the creating a fifth list includes:

sending the queries from the list of user queries and the list of competitive queries that were not included in the third or fourth list to an ad server,

detecting, for each of the sent queries, whether at least the predetermined number of advertisement-related items were triggered by the query, and

including any query from the queries from the list of user queries and the list of competitive queries that were not included in the third or fourth list into the fifth list when the query triggers at least the predetermined number of advertisement-related items.

20.   The method of claim 12 further comprising:

expanding the list of commercial query patterns using one or more of stemming, synonyms, and related words.

21.   The method of claim 12 further comprising:

storing the list of commercial query patterns.

22.   A server comprising:

a processor configured to:

obtain search-related information, and

generate a list of commercial query patterns based at least in part on the

search-related information; and

a memory configured to store the generated list of commercial query patterns.

23.   A computer-readable medium containing instructions for controlling at least one processor to perform a method for generating a list of commercial query patterns, the method comprising:

obtaining search-related information; and

generating a list of commercial query patterns based at least in part on the obtained search-related information.

24.   A method for creating a list of commercial query patterns, comprising:

obtaining a list of user queries;

obtaining search-related information; and

creating the list of commercial query patterns based at least in part on the list of user queries and the search-related information.

25.   The method of claim 24 wherein the obtaining search-related information includes:

obtaining a list of phrases or words targeted by advertisers or webmasters,

obtaining a list of domain names,

obtaining a list of host names,

obtaining a list of competitive queries, and

obtaining a list of short-circuit words.

26. The method of claim 25 wherein the creating includes:

creating a first list of queries by intersecting the list of user queries with the list of

domain names and the list of host names,

creating a second list of queries by intersecting the list of competitive queries with

the list of domain names and the list of host names,

creating a third list of queries from the first and second lists and a group of

predetermined rules,

creating a fourth list of queries using queries from the list of user queries and the

list of competitive queries that were not included in the third list and the list of short-circuit

words,

creating a fifth list of queries using queries from the list of user queries and the list

of competitive queries that were not included in the third or fourth list, the fifth list including

those queries that cause greater than a predetermined number of advertisement-related items to

be triggered,

creating a sixth list of queries using queries from the list of user queries and the

list of competitive queries that were not included in the third list, the fourth list, or the fifth list,

the sixth list including queries determined based at least in part on attributes associated with documents retrieved for those queries, and

combining one or more of the list of phrases or words targeted by advertisers or webmasters, the third list, the fourth list, the fifth list, and the sixth list to obtain the list of commercial query patterns.

27.   The method of claim 24 further comprising:

expanding the list of commercial query patterns using one or more of stemming, synonyms, and related words

28.   A server comprising:

a processor configured to:

obtain a list of user queries,

obtain search-related information, and

generate a list of commercial query patterns based at least in part on the list of user queries and the search-related information; and

a memory configured to store the generated list of commercial query patterns.

29.   A computer-readable medium containing instructions for controlling at least one processor to perform a method for generating a list of commercial query patterns, the method

comprising:

        obtaining a list of user queries;

        obtaining commercial information; and

        creating the list of commercial query patterns based at least in part on the list of user queries and the commercial information.

    30.   A method for processing user queries, comprising:

        generating a list of commercial query patterns;

        receiving a user query; and

        determining whether the received query is a commercial query based at least in part on the list of commercial query patterns.

    31.   The method of claim 30 wherein the generating a list of commercial query patterns includes:

        obtaining a list of previously-received user queries;

        obtaining a list of phrases or words targeted by advertisers or webmasters,

        obtaining a list of domain names,

        obtaining a list of host names,

        obtaining a list of competitive queries,

        obtaining a list of short-circuit words, and

generating the list of commercial query patterns using the list of previously-received user queries, the list of phrases or words targeted by advertisers or webmasters, the list of domain names, the list of host names, the list of competitive queries, and the list of short-circuit words.

32.   The method of claim 30 wherein the determining includes:

determining whether the received query is included in the generated list of commercial query patterns, and

identifying the received query as a commercial query when the received query is included in the generated list of commercial query patterns.

33.   The method of claim 32 wherein the determining whether the received query is a commercial query further includes:

determining, when the received query is not included in the generated list of commercial query patterns, whether the received query relates to a commercial query pattern in the generated list of commercial query patterns,

identifying the received query as commercial when the received query relates to a commercial query pattern in the generated list of commercial query patterns, and

identifying the received query as non-commercial when the received query is unrelated to the generated list of commercial query patterns.

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34.   A server comprising:

a memory configured to store a list of commercial query patterns; and

a processor configured to:

receive a user query, and

determine whether the received user query is a commercial query based at

least in part on the list of commercial query patterns.

35.   A computer-readable medium containing instructions for controlling at least one

processor to perform a method for processing a user query, the method comprising:

generating a list of commercial query patterns;

receiving a user query; and

determining whether the received user query is a commercial query based at least

in part on the generated list of commercial query patterns.

36.   A method for processing a user query, comprising:

generating a list of query patterns of a predetermined type;

·receiving a user query; and

determining whether the received user query is of the predetermined type based at

least in part on the list of query patterns of the predetermined type.

37.   The method of claim 36 wherein the generating a list of query patterns of a predetermined type includes:

generating a list of commercial query patterns.

38.   The method of claim 36 wherein the generating a list of query patterns of a predetermined type includes:

generating a list of geographical query patterns.

39.   The method of claim 36 wherein the generating a list of query patterns of a predetermined type includes:

generating a list of navigational query patterns, natural language query patterns, time-based query patterns, news-related query patterns, or query patterns relating to proper names.

40.   A server comprising:

a memory configured to store a list of query patterns of a first type; and

a processor configured to:

receive a user query, and

determine whether the received user query is a query of the first type based at least in part on the list of query patterns.

41.   A computer-readable medium containing instructions for controlling at least one

processor to perform a method for processing a user query, the method comprising:

generating a list of query patterns of a first type;

receiving a user query; and

determining whether the received user query is of the first type based at least in

part on the generated list of query patterns.